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CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

CABLE, BROADCAST LEADERSHIP STRIKE MUST-CARRY BARGAIN

FIRST AMENDMENT DEBATED IN PREFERRED BRIEFS

OPERATORS SEE MERIT IN TCI LOCAL ORIGINATION PLAN

PAY-PER-VIEW GAINING MOMENTUM AMONG MSOs

THE NCTA AGENDA: JIM MOONEY TALKS ISSUES

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LEADING THE WEEK

Must-carry compromise 11
Cable and broadcast industry leaders have reached a compromise agreement on the long debated must-carry issue. If approved by the full boards of the NCTA and the NAB, the document will form the framework for a joint proposal to the Federal Communications Commission as part of its must-carry proceedings.

Preferred briefs filed 16
In one of a number of briefs filed last week in support of Preferred Communications Inc.'s position that cable is a First Amendment speaker, the NCTA spells out its stand on franchising.

Baseball PPV 18
The Cincinnati Reds have made plans to join the list of Major League Baseball teams with regional pay-per-view connections through an arrangement with Warner Cable Communications' franchise.

ScanAmerica results in 18
Arbitron Ratings Co. executives report high response rates for its new ScanAmerica interactive monitoring service during the first months of the Denver pilot test.

Warner Amex buyout 22
The sale of American Express' interest in the company to Warner Communications for $450 million was scheduled to close on the last day of February.

HSN II 28
March 1 was the first day of service to about 500,000 homes for Home Shopping Network's spinoff, Innovations In Living. The program showcases high tech, trendy, off-priced product appealing more to upscale audiences.

TCI 'cable station' plan 34
Industry executives and observers respond enthusiastically to TCI's plan to shore up programming on local origination channels.

TOPICS

Billy Davis, Jr., and Marilyn McCoo will perform at the System ACE awards.

Programming 44
HBO is focusing on older viewers as the audience for its new Festival service, which will be dominated by G- and PG-rated films. Also in Programming, the 1986 System Awards for Cablecasting Excellence ceremony in Dallas March 17 will be the backdrop for a group of 11 celebrities including emcee Florence Henderson.

On Demand 56
Despite an existing air of caution, signs that operators are warming up to pay-per-view programming are abundant, with more than a million subscribers now committed to national services.

Business 60
Columbia International establishes western beachhead by purchasing Cox Cable Communications' system in Vancouver, Wash., for $36.4 million.

61
Recent filings by Continental Cablevision at the SEC show that the company and its Chairman Amos Hostetter have acquired an 8 percent interest in Adams-Russell, totaling 495,600 shares of A-R common, for "investment purposes." The filing leaves open the possibility of a change in plans for the investment and the option of additional purchases.

Departments

Products 72
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Cover story 47
National Cable Television Association President Jim Mooney took time out in the heat of must-carry talks to answer questions about that and other issues on the NCTA's agenda for 1986.

CABLE STATS

Cable Industry Growth Chart

YEAR	TVHH	Homes Passed	Basic Subscribers	% of TVHH	Pay Subscribers	% of TVHH
1990E	93,900,000	81,783,000	50,706,000	54	32,959,000	35
1989E	92,800,000	79,109,000	48,256,000	52	30,883,000	33
1988E	91,000,000	75,833,000	45,500,000	50	28,665,000	32
1987E	89,300,000	71,137,000	41,971,000	47	26,022,000	30
1986E	87,800,000	68,121,000	39,510,000	45	24,101,000	27
1985	86,304,000	64,571,000	36,120,000	42	21,672,000	25
1984	84,600,000	59,989,000	32,994,000	39	19,764,000	23
1984	83,500,000	51,641,000	30,300,000	36	17,877,000	21
1982	82,800,000	49,100,000	28,200,000	34	15,898,000	19
1981	80,700,000	44,000,000	22,596,000	28	11,804,000	15
1980	77,800,000	37,300,000	18,672,000	24	7,780,000	10
1979	76,300,000	32,700,000	16,023,000	21	5,341,000	7
1978	74,700,000	27,200,000	14,155,000	19	2,803,000	4
1977	73,300,000	24,894,000	13,194,000	18	1,466,000	2
1976	71,114,000	21,989,000	12,094,000	17	505,000	1
1975	69,600,000	19,900,000	11,136,000	16	N/A	N/A

Source: CableVision Directories; OUTLOOK FOR CABLE TELEVISION, 1985-1990's, Paul Kagan Associates

Cable barometer

Television households (TVHH) 86,304,000

Homes passed by cable (HP) 64,571,000

Percent of TVHH passed by cable 74.7%

Basic cable subs 36,120,000

Percent of TVHH with basic cable 41.8%

Percent of HP with basic cable 56.0%

Pay cable subs 21,672,000

Percent of TVHH with pay cable 25.1%

Percent of HP with pay cable 33.6%

Percent of basic subs with pay cable 60.0%

Source: CableVision Data Base; INTERNATIONAL COMMUNICATIONS RESEARCH

Satellite lineup

Satcom III-R (RCA Americom) — Transponder

Arts & Entertainment 23
BET 20
CBN Cable Network 5
Cinemax (West) 7
ESPN (Blackout) 1
Eternal Word Television Network 11
Financial News Network 4
Genesis Story Time 8
HBO (West) 3
HTN 12
Home Shopping Network 10
The Learning Channel 22
Lifetime 16
MTV 17
National Jewish Television 21
Nickelodeon 14
PTL 2
Reuter Monitor Service 24
Showtime (West) 18
SPN 15
Studiolime 6
TV Ontario 19
The Learning Channel 23
Trinity Broadcasting Network 16
Video Hits One 9
Viewer's Choice 1
The Weather Channel 21

Satcom IV (RCA Americom) — Transponder

American Movie Classics 10
Bravo 13
Bravo 14
C-O-M-E-D Value Network 5
Hi-Ovideo USA 4
Home Shopping Network 2 12
Home Sports Entertainment 11
Home Team Sports 15
Liberty Broadcasting Network 20
Madison Square Garden 16
New England Sports Network 17
Nickelodeon (West) 18
Nostalgia Channel 3
The Playboy Channel 21
Prime Ticket 22
The Silent Network 20
SportsVision 19
WPIX - New York 24

Westar III (Western Union) — Transponder

CNN 2

Westar IV (Western Union) — Transponder

Atlanta City Horse Racing 6
Cable News Network (CNN) 16
Catholic Telecommunications Network of America 11
Public Broadcasting Service 13, 17, 21, 23
Texas State Network 2
World of Faith Satellite Network 6

Westar V (Western Union) — Transponder

Fantasy Entertainment Network (FEN) 24
FUN Weekend Pay-per-view 24
The Meadows Racing Network 22
Pro Am Sports System (PASS) 14
The University Network 2

Telstar 303 (AT&T) — Transponder

American Exstasy 19
Country Music Television (CMTV) 18
SAT-Dallas 22
Select TV 13

Galaxy I (Hughes) — Transponder

CBN Cable Network 11
Cinemax (East) 19
CNN 7
C-SPAN 13
The Discovery Channel 22
The Disney Channel (East) 4
(West) 24
EPIC 1
ESPN 9
GalaVision 20
HBO (East) 23
Headline News 8
Inter-Act National Television Magazine 18
Moody Broadcasting Network 3
The Movie Channel (East) 20
(West) 14
The Nashville Network 2
PTL 12
Satellite Lifestyle Music 3
Showtime (East) 5
SIN 6
Studiolime 10
WGN 1
WHR-TV 15
WTBS 16

Spacenet I (GTE) — Transponder

ACTS 10

Note: A company name in parentheses following a service or network designates the transponder owner.
Source: International Thomson Communications Inc.

Top 100 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc	11,354,000
2	American Television and Communications Corp	6,200,000
3	Group W Cable	3,553,000
4	Storer Cable Communications	1,911,000
5	Cox Cable Communications	1,800,000
6	Warner Amex Cable Communications	1,134,000
7	Continental Cablevision	1,000,000
8	Times Mirror Cable Television	900,000
9	Cablevision Systems	850,000
10	Newhouse Broadcasting	807,000
11	Viacom Cablevision	800,000
12	UA-Columbia Cablevision	711,000
13	Southern Communications Corp	665,000
14	Heritage Communications Inc	638,000
15	Cablevision Co	625,000
16	Rogers Cablesystems	600,000
17	Comcast Cable Communications	600,000
18	Cablevision Systems	600,000
19	Viacom Cable	600,000
20	Multivision Cable TV Corp	600,000
21	Capital Cities Cable Inc	575,000
22	Prime Cable Corp	567,000
23	Continental Cablevision Corp	550,000
24	Centel Cable Television Company	550,000
25	Warner Cable TV Inc	500,000
26	Storer Communications	500,000
27	Cablevision Industries	485,000
28	Cablevision Systems	450,000
29	Daniels & Associates	450,000
30	U.S. Cable	450,000
31	Multimedia Cablevision	450,000
32	Marcus Cable Company	441,000
33	Rogers Cablesystems	440,000
34	Scripps Howard	430,000
35	Cablevision	425,000
36	Telesphere	420,000
37	Telesat Cable Corporation	415,000
38	Cablevision Industries	400,000
39	Cablevision Systems	400,000
40	Cablevision Systems	400,000
41	Communications Services	400,000
42	Warner Amex Cable Communications	400,000
43	TKR Cable Co	400,000
44	TCI Cable	400,000
45	Cablevision Systems	400,000
46	Storer Cable Communications	400,000
47	Cablevision Systems	400,000
48	Adams-Russell Communications	400,000
49	Digital Cable Communications	400,000
50	Rifkin & Associates	400,000
51	Operated Systems	400,000
52	Buckeye Cablevision	400,000
53	Cardinal Communications	400,000
54	Durite Cable Corp	400,000
55	Comcast Media Corp	400,000
56	Viacom Cable Inc	400,000
57	Advertising Concepts	400,000
58	Media General Inc	400,000
59	Summit Communications	400,000
60	The Essex Group	400,000
61	UA Cable Corp	400,000
62	Communications Systems Inc	384,000
63	Multi-Channel TV Cable Co	384,000
64	Fibe Cablevision Communications Inc	384,000
65	Sammons Communications	380,000
66	Durite Cable TV Corp	380,000
67	McDonald Group	380,000
68	Cable Management Associates	380,000
69	King Videocable Co	375,000
70	WEHCO Cable Inc	370,000
71	Booth Communications	362,000
72	McClatchy Newspapers	360,000
73	Marcus Communications	360,000
74	Palmer Communications	360,000
75	Sutro Communications	354,000
76	Omega Communications	354,000
77	Midcontinent Cable Systems Co	350,000
78	Susquehanna Broadcasting	350,000
79	Peirce Services Inc	350,000
80	Cla-Tv Cable Associates Ltd	350,000
81	Sidera Communications	350,000
82	National Telecommunications Corp	350,000
83	Marsh Media	350,000
84	Helicon Corp	350,000
85	Arcon Corp	350,000
86	Northland Communications Corp	350,000
87	The Daily Press	350,000
88	Mazeda Corp	350,000
89	United Video Management	350,000
90	Wisconsin Cablevision and Radio Co	350,000
91	Communicom	350,000
92	Brenau Communications Co	350,000
93	Tele Media	350,000
94	Chambers Cable Comm. Inc	350,000
95	Joseph Gans Cable T.V.	350,000
96	State Cable TV	350,000
97	Cable Holdings Inc	350,000
98	Daniels Cablevision	350,000
99	Dowden Communications	350,000
100	Harmon & Co	350,000

Subscriber counts are provided to MSOs and systems in International Thomson Communications Inc. Figures will be updated quarterly unless information is provided to MSOs or systems. Send updates to Cable Vision, Attention Cable Source, P.O. Box 5208, T.A., Denver, CO 80217.

Top 100 systems

Rank	Location	Operator	Basic subs
1	San Diego, CA	Cox Cable	264,963
2	Woodbury (Long Island), NY	Cablevision Co	242,946
3	Manhattan, NY	ATC	206,900
4	San Antonio, TX	Rogers Cablesystems	200,210
5	Florida Division (Orlando/Ormond Beach)	ATC	190,700
6	Houston, TX	Warner Amex	184,300
7	East Orange, NJ	Machian Hunter	174,925
8	Honolulu, HI	ATC	156,430
9	Phoenix, AZ	Times Mirror	142,000
10	Louisville (Jeffco), KY	Storer Communications	140,539
11	Wayne, NJ	UA Cablesystems	140,000
12	Tulsa, OK	United Cable	136,174
13	Cincinnati, OH	Warner Amex	135,000
14	Englewood, CO	United Cable	131,000
15	Plainville, Hartford	United Cable	130,000
16	Manhattan, NY	Group W Cable	126,400
17	Astoria, NY	New York Times	125,317
18	Lakewood-Norwalk, CA	Cox Cable	124,961
19	Atlanta, GA	Prime Cable	120,753
20	Lake Success, NY	Prime Cable Corp	119,952
21	Baltimore County, MD	Comcast Cable	117,829
22	Rochester, NY	ATC	117,100
23	St. Louis Co., MO	Cablevision Co	113,063
24	Jacksonville, FL	Continental	110,000
25	Seattle, WA	Group W	109,700
26	San Jose, CA	Gill Industries	107,200
27	Memphis, TN	ATC	106,300
28	Toledo, OH	Buckeye Cablevision	104,000
29	Eastchester (Long Island), NY	Viacom	103,000
30	San Juan, PR	Harris Cable Corp	102,872
31	Austin, TX	ATC	102,500
32	Charlotte, NC	ATC	101,700
33	Fairfax, VA	Media General	99,420
34	Jefferson Parish, Kenner, LA	Cox Cable	97,220
35	San Francisco, CA	Viacom	93,000
36	Warren, NJ	TKR Cable	92,979
37	San Diego, CA	ATC	92,100
38	Seattle, WA	Viacom	92,000
39	Pittsburgh, PA	Business Cablecasting	90,069
40	Dallas, TX	Heritage	90,000
41	Los Angeles, CA	Teleprompter Communications	89,137
42	Grand Rapids, MI	UA Cablesystems	85,061
43	Bridgeport, CT	Americable International	80,850
44	Syracuse, NY	ATC	80,700
45	Wichita, KS	Multimedia Cablevision	80,000
46	New Orleans, LA	Cox Cable	79,014
47	Palm Desert, CA	Storer Cable	78,737
48	Pittsburgh, PA	Tele-Communications Inc	78,000
49	Cincinnati, OH	Viacom Cable	76,000
50	Indianapolis, IN	Indianapolis Cablevision	76,000
51	Baton Rouge, LA	Cablevision Co	75,639
52	Bergen County, NJ	Heritage Communications	75,224
53	Macon, GA	Cablevision	75,024
54	Richmond (Henrico), VA	Cablevision	74,000
55	Lodi, NJ	Cablevision	73,000
56	Tucson, AZ	Cable TV of Pima County	72,436
57	Grand Prairie, TX	Heritage Communications	71,553
58	Allentown, PA	Service Electric	70,000
59	Cincinnati (Fayette), OH	Viacom	70,000
60	Greenville, SC	ATC	69,200
61	Santa Monica, CA	Group W	69,000
62	Oxnard, CA	Cox Cable	67,787
63	Chicago, IL	Group W	66,446
64	Hartford, CT	ATC	65,900
65	North Dade, FL	Viacom	65,000
66	Kansas City, MO	ATC	64,400
67	Columbus, OH	Warner Amex	64,173
68	St. Petersburg, FL	Group W	64,000
69	Syracuse (suburbs), NY	Newhouse Broadcasting	63,999
70	Buffalo, NY	Tele-Communications Inc	63,459
71	Akron, OH	Warner Amex	63,300
72	Boston (Lexington/Waltham), MA	Warner Amex	63,146
73	Hamden, CT	Times Mirror Cable	62,595
74	Monterey, CA	Western Communications	62,547
75	Fayetteville, NC	ATC	62,100
76	El Paso, TX	Group W	62,000
77	Las Vegas, NV	Times Mirror Cable	61,902
78	Des Moines, IA	Heritage Communications	61,519
79	Santa Barbara, CA	Cox Cable	61,417
80	Anaheim, CA	Tele-Communications Inc	61,257
81	Spokane (Cheney), WA	Viacom	61,000
82	Dayton (Co. 108)	Cox Cable	60,830
83	New Haven, CT	Storer Cable	60,682
84	Sarasota, FL	Storer Cable	60,653
85	Atlanta, GA	Storer Cable	60,553
86	West Palm Beach, FL	Group W	60,000
87	Mt. Prospect, IL	Cablevision	60,000
88	Sarasota, FL	Storer Cable	59,967
89	Framingham, CT	ATC	59,400
90	Ft. Worth, TX	Sammons Communications	59,000
91	Oakland County, MI	Comcast Cable	59,000
92	Harrisburg, PA	Susquehanna Communications	58,669
93	New Britain, CT	United Cable	58,596
94	Bridgeport, CT	Cablevision Co	57,900
95	Indianapolis, IN	Scripps Howard ATC	57,700
96	Charleston, SC	Storer Cable	57,600
97	Chicago Suburbs	Cablevision Co	56,700
98	Aiea-Pacific Ii	TeleScripps	56,733
99	Albuquerque, NM	Dynacable	56,700
100	Stamford-Fairfield, CT	Cablevision Co	56,464